

Results of result transfers and other dissemination activities

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Introduction

The dissemination activities, which are very important for the 3LOE project, relate in particular to dissemination of the project results. However, information and dissemination of the outstanding priority for the development of centres of vocational excellence (COVE) as well as the philosophy and the three-stage approach of the project are also being pursued intensively.

A strategic plan for dissemination activities in the 3LOE project was developed, discussed and agreed within the consortium. The following 3LoE dissemination strategy plan lists all planned dissemination activities, target groups, channels and indicators. This dissemination strategy plan as part of WP7 “Dissemination and implementation advice” serves as a reference framework for identifying, monitoring and evaluating the dissemination measures.

The dissemination activities of the project comprise two parts:

1. Transfer and implementation counselling

The personal, written and electronic transfer of all project results to 70 associated partners from 14 countries and the realisation of comprehensive implementation consultations for these 50 chambers, other SME promoters and institutions as well as 20 colleges and universities are a top priority during project implementation. These tasks are carried out by Partner 1 Hanse-Parlament.

2. Measures for further dissemination

All project partners are intensively involved in the implementation of a comprehensive package of measures to provide information about the project and to further disseminate project results. At the start of the project, a specific dissemination plan was developed for each project partner for the further dissemination measures, which shows the activities, media, target figures, deadlines, etc. to be carried out for the following categories:

- Presentation on third parties' events
- Project related information on websites, in newsletters, press releases, social media (Twitter, LinkedIn, Facebook etc.)
- Publications in partner journals, books, printed newsletter, etc.
- Introduction of project results in policies, administrations, stakeholders etc.
- Disseminations to national and international umbrella organizations from business associations and educational institutions
- Other activities

The individual dissemination plans are updated annually with regard to the activities to be realised and the plans for dissemination activities are updated for the remainder of the project. The final dissemination reports of all partners as well as a summarised evaluation are published on the project website <https://3-loe.eu/>.

The strategic plan and a summarised evaluation of the results of the dissemination activities are listed as Result 7.2 Transfer, Implementation and further Dissemination.

The most important results of all transfer and dissemination activities are summarised below.

Summarised results of the dissemination activities

1. Transfer of results and implementation consultations

Transfer target groups "Chambers of commerce, other SME promoters and other VET institutions"

Chambers of commerce, other SME promoters and VET institutions operating at regional and national level that are partners of the eight COVEs were the main target groups for dissemination activities. This is because they represent the interests of SMEs, bring in their needs, organize vocational education and training and take on the outstanding task of informing, qualifying and advising SMEs and supporting and promoting the implementation of tools, innovations and R&D projects in SMEs.

The project involved

- a) ten chambers of crafts and seven vocational training institution as project partners.
- b) 50 chambers of commerce and crafts, other SME promoters and other VET institutions from 14 countries as associated partners. They were involved in the work from the beginning of the project, received all information and their suggestions, wishes and conditions were continuously fed into the project work.

Chambers and other SME funding institutions from regions in other countries were also approached and informed through further dissemination activities.

Transfer target groups "Colleges and Universities"

Another important target group - also at regional level - were universities and colleges that are partners of the eight COVE. They are instrumental in analyzing best practices and developing the curricula for train-the-trainer programs, initial vocational trainings and further education programs. They develop and implement dual Bachelor study programs, promote innovation and carry out R&D projects in SMEs. The colleges and universities carry out quality assurance and evaluations in the development and implementation of tools as well as funding and training measures. In the future, they will conduct the Train the Trainer programs on an ongoing basis, so that the chambers will always have well-qualified teachers and advisors for the implementation and use of the project results.

Colleges/universities were also important target groups because they support the chambers in the implementation of the further training and counselling programs by using their own lecturers and counsellors.

The project involved:

- a) as project partners six universities and research institutes.
- b) 20 colleges and universities from 10 countries as associated partners. They were involved in the work from the beginning of the project, received all information and their suggestions, wishes and conditions were continuously fed into the project work.

Transfers and Implementations

The 70 associated partners (chambers, other SME promoters, colleges and universities) were informed intensively by PP1 HP as transfer recipients and implementation partners in writing and online as part of their daily business, as well as in person at conferences, members' meetings, etc.; their suggestions were continuously fed into the project work. They were involved in the development work, so that it was not necessary to transfer third-party products, but customized programs that they had developed themselves.

To support and secure the development, transfer and implementation work, representatives of the transfer recipients took part in workshops. The developed products were practically tested, evaluated, improved and finalized. The subsequent dissemination to all project and associated partners took place through different channels:

a) All concepts, tools, curricula, instructions for implementation etc. were made available in written and electronic form.

b) Lecturers from project and associated partners were invited as observers to the trials so that they could gain experience for their own implementations.

c) During the project period four international consultation and dissemination conferences were held, in which the project and associated partners, companies, representatives from politics and administrations and other stakeholders took part. The conferences lasted half a day to a full day and were supplemented by a half-day workshop with the project and associated partners to discuss and evaluate conference results, present and discuss interim and final results of the project, discuss transfer activities, develop business models for future implementations and prepare and advise on implementation in working groups.

- First conference on 07.10.2021 in Panevezys, Lithuania, with 81 participants at the conference and 35 participants at the workshop.
- Second conference on 18. & 19.05.2022 in Vienna, Austria, with 57 participants at the conference and 50 participants at the workshop.
- Third conference on 15. & 16.06.2023 in Budapest, Hungary with 81 participants at the conference and 44 participants at the workshop.
- Fourth conference on 05.09.2024 in Riga, Latvia, with 103 participants at the conference and 28 participants at the workshop..

d) Project and associated partners received individual implementation consultations by PP1 Hanse-Parlament and additionally by PP13 Institut für angewandte Gewerbeforschung der Wirtschaftskammer Österreich and PP22 National Centre for Education Latvia. The individual implementation consultations took place within the framework of project activities and to a particularly large extent within the framework of the day-to-day business of the Hanse-Parlament, the ongoing counselling, support and guidance of its members, who were involved in the project work as associated partners.

The aim of the project was to ensure that as many of the project and associated partners as possible use the tools and training measures on a permanent basis and thus achieve very high participant numbers in the medium term. To ensure this, PP1 Hanse-Parlament will continue to provide individual advice and support for implementation after the end of the project.

Around 500,000 SMEs are members of the chambers and other SME promoters that participated as project and associated partners. As part of their day-to-day business, the chambers continuously approached their member companies and provided comprehensive information. As part of their promotional tasks, the chambers continuously transferred best practices and tools to SMEs and advised on implementations. In addition, the chambers continue to run the training programs to promote and qualify their member SMEs.

The activities of results transfer, and implementation counselling were strongly supported by information, illustrations, application notes for use, publications and other support instruments, for example:

- Creation of a handbook with full results and recommendations for use and distribution electronically and via bookshops
- Creation and distribution of result videos
- Creation of Power Point presentations for transfers and consultations by the project partners
- Preparation of press releases and publications in the daily press and trade journals
- Intensive LinkedIn and Facebook notes
- Development and provision of posters and roll-ups

In addition to the transfer and implementation of the project results, extensive dissemination activities were carried out according to the project proposal. These activities are listed below with their results.

2. Measures for further dissemination activities

2.1 Summary of the results

The final dissemination reports of all partners as well as a summarised evaluation are published on the project website <https://3-loe.eu/>. The planned target values for dissemination activities in the project application and in the dissemination planning at the beginning of the project (see Chapter 6. Expected impact and indicators) were exceeded to a very large extent. In summary, the further dissemination measures of all partners lead to the following numerical results.

Persons reached	1.067.097
organisations reached	17.129
total disseminations	740
online disseminations	328

print publications	30
in person events	349
press conferences	6
hours spent disseminating	1.253,5
locations	114
Local level	45
Regional level	130
National level	125
European Level	39
International Level	151
Online Level	197

2.2 Dissemination planning

The project proposal envisaged the implementation of the following further dissemination measures:

- a) All results, materials, etc. will be posted on publicly accessible internet platforms and on the websites of the project partners.
- b) Up-to-date information in social media and publication of newsletters
- c) At least 24 events organised by third parties, project results, possibilities of use etc. are presented in person in different countries.
- d) 7 press conferences and at least 20 press releases will provide intensive information on project results and their use.
- e) Ongoing information by all project and associated partners on their own platforms and in member magazines.
- f) Project and associated partners bring project results into political decision-making processes as part of their day-to-day business and support work-based learning in particular.
- f) Electronic and written transfer of project results to national and international umbrella organizations of trade associations and educational providers

To realise these activities, a communication and dissemination plan was developed and agreed with each project partner at the beginning of the project, including activities to be carried out, target groups, target numbers, deadlines, etc. These plans were actualised with the actual results achieved and the plannings were updated as of

- 30 November 2021
- 30 November 2022
- 30 November 2023
- 31 October 2024 (final dissemination report)

The project partners received intensive training and advice on the effective implementation of dissemination activities throughout the project and received various forms of support, for example:

- Through PP13 IAGF Organization of three workshops with all project partners on the use of AI and social media for dissemination activities.
- Preparation and publication of numerous scientific papers.
- Creation and intensive use of guiding questions and recommendations for the 3LOE project presentation.
- Creation of various Power Point presentations by the lead partner and intensive use by all project partners.
- Creation of a 3LOE cube, posters and roll-ups and intensive use by all project partners.

The dissemination results achieved and the further plans were intensively discussed and agreed with all partners at the biannual project workshops.

The results achieved in the further dissemination measures far exceed the plans of the project application. They are for every partner with a evaluation for all partners published on the project website <https://3-loe.eu/>. and are briefly summarised below.

2.3 Information on websites, in social media, newsletters, press releases

Planning application: All results, materials, etc. will be posted on a project website and on publicly accessible platforms as well as on all partner portals and disseminated via social media.

Realizations: In addition to the project website, all partner websites as well as websites of associated and associated partners continuously reported on the project and published results. All partners made intensive use of social media (Facebook, LinkedIn, You Tube, etc.). In addition, some partners realised direct e-mail campaigns with a very high number of addresses. Compared to the planning, twice the number of press releases were issued, and press conferences and talks were held, so that extensive publications in the general and trade press were achieved.

2.4 Presentation on third party's events

Planning application: 24 third-party events, project results, possibilities of use, etc. are presented in person in different countries.

Realizations: Compared to the planning, more than twice as many events, which were organised by third parties, were realised and the project and its results were personally presented, advised and implementation planned. In addition, a very large number of personal transfer events were organised by the project partners. A total of 349 in-

person events were realised. This enabled a very large number of project target groups, future users of the project results and stakeholders to be addressed on a broad regional, national and international basis.

2.5 Publications in partner journals, books, printed newsletter

Planning Application: 7 press conferences and 20 press releases provide intensive information about project results and their use. In addition, all partners provide information on an ongoing basis in their own publications.

Realization: Compared to the planning, twice much more of press releases were issued, and press conferences and talks were held, so that extensive publications in the general and specialised press were achieved. A larger number of newsletters were issued and project contributions for third-party newsletters were written and published. Articles on project results were written and published in trade journals, magazines and other media. Partners have produced and distributed flyers and brochures. Some partners have participated in radio and television broadcasts and have achieved wide dissemination of the project.

2.6 Disseminations to national and international umbrella organizations

Planning application: Project and associated partners introduce project results into political decision-making processes as part of their day-to-day business, as well as ongoing introduction of results into official bodies, in particular of politics and administrations.

Realizations: Chambers and associations involved as project or associated partners have intensively used their official membership in political and administrative bodies at regional, national and international level to introduce project results into consultation and decision-making processes, to comprehensively inform stakeholders from politics and administration and to achieve promotion and dissemination. All partners have comprehensively informed their national and international umbrella organisations, transferred project results and achieved strong dissemination.

2.7 Other activities

Planning in the application: None

Realizations: Individual partners have carried out additional specific dissemination activities, for example:

- Specific information and dissemination activities for key stakeholders
- Holding online conferences and transnational video conferences to disseminate project results.
- Conducting meetings with owners and managers of SMEs.
- Intensive use of personal and business contacts for dissemination purposes.
- Creation of various videos provided and used for dissemination activities of all partners.

- Realization of numerous background videoconferences with associated partners and/or stakeholders at regional, national and international level.

2.8 Result Videos

In addition to the planning of the project application, fourteen results video was produced by different partner, namely:

- Video A: 3LOE Overview
- Video B: Eight Center of vocational Excellence
- Video C: 3LoE COVE Lithuania
- Video D: 3LOE COVE Germany Dresden
- Video E: 3LOE COVE Italy
- Video F: International Cooperation of the 8 COVEs
- Video G: 3LoE Cooperation COVE Austria and COVE Lithuania
- Video H: Initial vocational training of the COVEs
- Video I: Further vocational training of the COVEs
- Video J: 3LOE Training Austria
- Video K: Higher Education of the COVEs
- Video L: 3LoE Dual Study Austria
- Video M: COVE Italy cooperation with Unismart
- Video N: 3LOE Makes it happen!

The videos were published on the YouTube Chanel of the lead partner Hanse-Parlament, on the project website and on the websites of the project partners.

In addition to the above fourteen results videos, the majority of the project partners produced further videos in the respective national language and published them on the partner websites, which served to provide regional/national information about the project, especially for companies and potential training participants.

The result videos could of course mostly be created towards the end of the project. However, they have already proven to be a very effective information and dissemination tool. They are also used by the project and associated partners to provide information about the project as a whole and in particular about individual educational programs, to address target groups and to win participant.

2.9 Result book

In addition, a manual was produced with main outputs and application notes as well as with further project results and additionally conducted studies. The manual is available in printed form in bookshops and online. Although the manual could only be produced towards the end of the project, it has proved to be a very suitable dissemination tool, especially for all interested parties who cannot be addressed directly, who want to carry out implementations and who want to receive all results with application notes in a collected form.

2.10 Consultancy and transfer conferences

Planning in the application: One international consulting and transfer conference.

Realizations: During the project period four international consultation and dissemination conferences were held, in which the project and associated partners, companies, representatives from politics and administrations and other stakeholders took part. The conferences lasted half a day to a full day and were supplemented by a half-day workshop with the project and associated partners to discuss and evaluate conference results, present and discuss interim and final results of the project, discuss transfer activities, develop business models for future implementations and prepare and advise on implementation in working groups.

The four conferences were attended by 322 people and the four workshops by 157 people, totalling 479 people.

3. Conclusions

All activities planned in the project proposal for the further dissemination of the project and its results were realised. The target figures of the project proposal were exceeded to a very large extent. In addition to the transfers and implementations, outstanding results were achieved in further dissemination through the great commitment of all project partners in all partner and other EU countries.

In addition to the planning of the project proposal, 14 result videos were produced and published on the websites of the project and the partners as well as on the YouTube channel of the lead partner. They contribute decisively to the outstanding success of the dissemination of the results of the 3LoE project.

In addition, a manual with all outputs and application instructions was produced and distributed through bookshops and online.

In addition, special dissemination measures were developed and in connection with the testing and implementation of training programmes, which represent an optimal complement to the qualifications and at the same time led to a strong dissemination of the project results, in particular also strongly promote the feeding of the results into decision-making processes of politics and administration. Some of these dissemination measures have led to follow-up activities that will be realised after the end of the project.

Just like the transfers and implementation consultations the activities of further dissemination will also be continued after the end of the project.

The evaluation of the result transfers and individual dissemination counselling as well as the other dissemination measures lead to extraordinarily positive assessments and document the great success and high degree of effectiveness of the transfer and dissemination activities (6.2 Result report of all evaluations and assessments).

See also the final reports of the dissemination activities and the summarised evaluation published on the project website <https://3-loe.eu/>.